



## C HOOSE Them for Their Beauty

- ¶ Wear them for the comfort their graceful lines conceal.
- ¶ No matter how fastidious you are---no matter your aim in selecting footwear you should see the new *La France* models now on display at the House of Berberich.
- ¶ Think of shoes as smart as these, yet wholly comfortable because of *La France* "Flexible Welt," with a charm they cannot conceal.
- ¶ Remember the increased cost of high materials makes it more important than ever that you should rely on quality trade-mark for the satisfaction you have a right to expect in good shoes.

Prices range from \$5 to \$10 pair

**La France**  
Shoes for Women

813 Penna. Ave. N.W.

**Berberich's**

Washington's Largest and Most Progressive Shoe House  
Established 1868

1116-1122 7th St. N.W.